ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2006

Area or Unit Name: TEXAS WINE MARKETING RESEARCH INSTITUTE
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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity. Provide an environment for a diverse group of undergraduate and graduate students to conduct research, develop new ideas, and learn about wine marketing related topics.

- Provided funding to two graduate students who are working on wine marketing related topics
- Employed one international student from the Hospitality Management doctoral program.
- Provided additional funding to two doctoral students to help fund individual research projects on wine marketing
- Recruited one undergraduate student into a research project on wine tourism

Goal 2: Academic Excellence. Strengthen current resources to enable the Institute to be a leader in wine marketing research and acknowledged throughout Texas and internationally.

- Three research articles were published by faculty associated with the Institute
- Nine additional research articles were submitted to various journals and are currently in review
- Three technical reports were published and posted on the Institute’s website
- Fourteen books were purchased to expand the Institute’s library and assist researchers with academic resources
- Research conducted by faculty and students associated with the Institute was presented at two international and one national conferences. A total of six research projects were presented at the conferences.
- Six interdisciplinary projects were conducted with researchers from the College of Agriculture, Rawls College of Business, College of Mass Communication, and Retailing and Hospitality Administration programs within the College of Human Sciences.
- Database of Texas wineries is being constantly updated

Goal 3: Partnerships and Research. Develop partnerships with faculty from a variety of programs at Texas Tech University and other Universities and organizations throughout Texas and internationally.

- Focus group was conducted with Texas grape growers, wine makers and winery owners for the environmental scan and assessment of needs and priorities of the Texas wine industry.
- Results of the studies where Texas wine consumers served as study samples were presented at the annual Texas Grape and Grape Growers Association. Three presentations were delivered.
- A new wine research group was established with researchers from the College of Agriculture, Rawls College of Business, College of Mass Communication, and Retailing and Hospitality Administration programs within the College of Human Sciences.
- Three research projects with faculty from other international universities are in progress
- The director of the institute serves on the Wine Industry Development Board managed by the Texas Department of Agriculture
- The director of the institute serves on the Educational Committee managed by the Texas Wine and Grape Growers Association
- Partner with one local winery to assist with launching a new product line

Goal 4: Institutional Advancement through Tradition and Pride. Enhance the image and profile of the Texas Wine Marketing Research Institute and Texas Tech University.

- Increased College and TTU Awareness of the contributions and achievements of the TWMRI through highlights in various media sources. A total of three articles were featured in the media within TTU and six in the local and state media. One radio interview was featured.
- Increased local community awareness of the contributions and achievements of the TWMRI through delivering presentations at local clubs.

Goal 5: Organizational and Financial Structure. Strengthen the Institute by determining additional financial resources to support the Institute.

- Faculty employed by the Institute took leadership in providing an administrative structure that will ensure effective ongoing operations of the TWMRI.
- The financial status of the Institute is checked regularly and plans are made to spend the resources accordingly
- Additional funding was received by the Institute from a recent Senate Bill to assist with the report on grape growing in Texas.

**Goal 6:** Human Resources and Infrastructure. Maintain an effective staff and operate the various activities of the Institute in an efficient manner.

- Employed one new Research Assistant Professor to assist with conducting the research on wine marketing and other activities
- Developed advanced technology to provide information concerning the Texas wine industry to a variety of audiences through the Institute’s website.
- Provide information to other researchers concerning wine marketing research issues through technology.
- Distance-learning program concerning wine education is being constantly promoted through the Institute website and through various presentations to different audiences
- Wine appreciation class is offered every semester in cooperation with outreach and distance learning division at TTU
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### Section 3a. Quantitative Information

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Section 3b. Qualitative Information.

- A new wine research group was established with researchers from the College of Agriculture, Rawls College of Business, College of Mass Communication, and Retailing and Hospitality Administration programs within the College of Human Sciences.
- Six interdisciplinary projects were conducted.
- As continuous collaboration with Texas grape growers and wine makers, a focus group was conducted for the environmental scan and assessment of needs and priorities of the Texas wine industry. Based on the results of the focus group, a study (telephone interviews) was conducted. Texas wine consumers served as a sample. Results were presented at the annual Texas Grape and Grape Growers Association. Three presentations were delivered.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:
The Institute made considerable progress this year with additional graduate students attracted to the program and these students provided additional expertise. The growth in the Texas wine industry has been substantial and the Institute is now able to begin competing for outside funding. Two projects have also helped provide funding for the Institute and these help with the research mission and provide money for graduate student travel and research materials. As the industry grows it is hoped state and private resources will enable the continued expansion of the Institute's role and place TTU to the forefront of wine marketing research on an international basis. Some work has commenced on developing a role in education both within the Hospitality program and also with the general public.

Implementation Plan:
Additional office space and an area for the Institute to operate is important as this will help with communication between graduate students and faculty and enable the various journals, books, databases etc be kept together. Additional funding will be important and as the opportunities for external funds become available TWMRI will be able to take advantage of these opportunities. However, continued line item and direct funding are critical for continued stability. The Institute will also have to seek opportunities to provide services such as wine education to help with operational and research funding.